as on 30-9-1986 are given in. the annexed statement. (See Appendix *ZXU,* Annexure No. 81.)

Amount spent on DAVP advertisements!

1938 SHRI JERLIK E. TARIANG: Will the Minister of INFORMATION" AND BROADCASTING be pleased to state;

(a) what was the total amount spent on inserting advertisements in small newspapers by the D. A. V. P. since January, 1937;

(b) what was the total amount spent on inserting advertisements in big newspapers since January, 1935; and

(c) whether Government propose to help small-scale newspapers and if so, the details thereof?

THE MINISTER OP STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) A sum of Rs. 10, 80, 886 was spent by DAVP on inserting advertisements in small rewspapers during January, 1987.

(b) A sum of Rs. 3, 76, 40, 769 was spent by DAVP on big newspapers during the calendar year 1986.

(c) A statement indicating facilities extended by DAVP to small newspapers is enclosed.

Statement

Facilities extended by Directorate of Advertising & Visual Publicity **(DAVP)**

Government has taken many steps to help small newspapers. Some of them are as under;

(t) A newspaper with a minimum paid circulation of 1000 copies now becomes eligible for securing Government advertisements as against the minimum circulation of 2000 copies prescribed earlier;

(ii) Papers/periodicals published in backward, remote, tribal areas . or in tribal languages and meant *r* primarily for tribal readers are made eligible for securing Government advertisements if their minimum paid circulation is 500 copies. This concession is also available to papers/ periodicals published from J&K State.

(iii) Newspapers/periodicals withan uninterrupted publication offour months now become eligiblefor securing Government advertisements as against fche period of six months provided in the earlier Advertising Policy. ,

(iv) The standard print area required for eligibility has also been lowered from 1260 SCcm to 760 SCcm for dailies, from 720 SCcm to 480 SCcm for Weeklies/Fortnight-lies, and from 1200 SCcm to 960 SCcm for Monthlies and other publications. No minimum print area has been prescribed for the papers published in backward, border & remote areas or in tribal areas or primarily meant for tribal readers.

(v) Newspapers/periodicals with a circulation of 2000 copies have been exempted from submission of C. A. Certificate.

(vi) In the matter of Advertisement rates, the DAVP rate structure provides an inbuilt weightage for small and medium newspapers.

Excise Duty liability of the I. T. C Ltd

1939. SHRI M. S. GURIJPADAS-WAMY: Will the PRIME MINISTER be pleased to refer to the reply t_0 Unstarred Question 8 given in the Rajya Sabha on 4th November, 1986 and state whether final quonti-fication of the duty liability of the ITC has since been possible under the provisions of the Central Excise (Valuation) Rules 1975 and if so the details of the recoveries made the I. T. C?